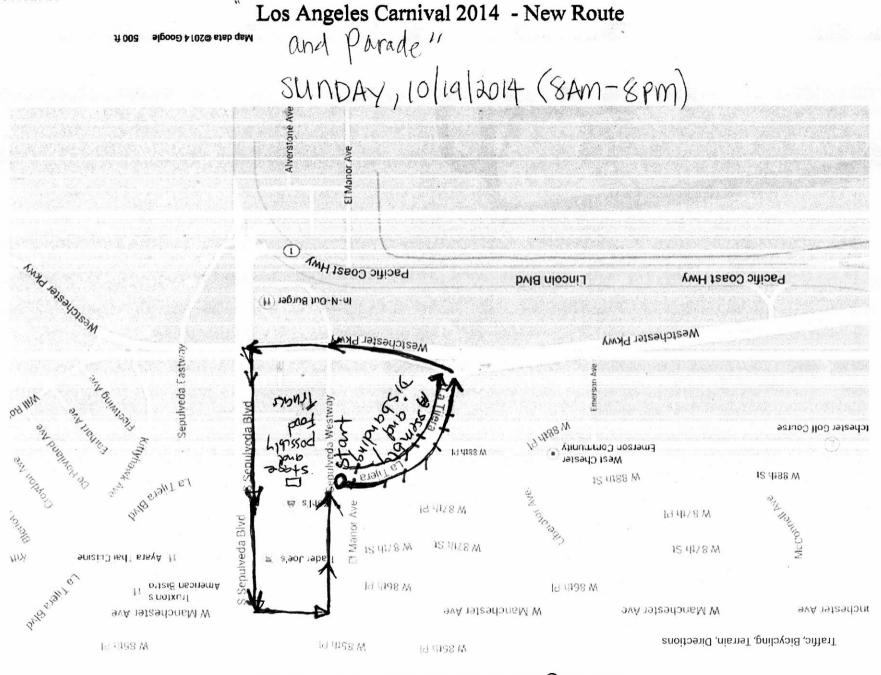
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Los Angeles Carnival 2014 - New Route



THIS PAGE IS FOR ADDITIONAL INFORMATION

LOS ANGELES CARNIVAL 2014-2015 Proposal for 'Weekend In Westchester'

October is National Arts and Humanities Month (NAHM). Los Angeles is the Creative Capitol of the nation! And Los Angeles Carnival is taking that seriously! We're breaking with tradition, shaking things up, and bringing the arts to the streets and sidewalks of Westchester. The Los Angles Carnival Community Festival will connect business to the power of the arts by bringing the arts to their door steps, in live and living colors!

We expect the community to benefit from:

- · Increased international and local traffic to area businesses
- · Jobs for artists & cultural practitioners
- · Increased visibility for goods and services provided by Westchester businesses
- · Positive effects of 'corporate good will' and community engagement

During Los Angeles Carnival festival, performers, artists and artisans will populate the sidewalks along Sepulveda, while masqueraders parade in carnival regalia. Local artists will also be invited to display their art.

We will invite businesses to create experiences that encourage participants to visit their store - maybe a special dish, a treasure hunt, or twitter party! We will partner with arts and entertainment venues, and cultural producers to bring the city to life, as artists, dancers, musicians, visitors and community members add their creativity to the mix. This is public community arts at its best, and this is the spirit of carnival. We are the nation's most vibrant and creative city, so we will don our festive regalia, bring our creativity and celebrate L. A.!

Los Angeles Carnival has partnered with The Big Draw to provide arts and cultural activities for everyone. We will promote "Weekend in Westchester" on the NAHM website calendar so that we reach travelers coming through LAX and staying in local hotels, who may welcome a fun festival and entertainment within a five to fifteen minute drive. And what better place for the international community to connect, than the Southland's beautiful Gateway City?

Los Angeles Carnival continues to develop into an arts and cultural 'destination' that is now connected to a major national event. We hope this "Weekend in Westchester' will bring economic vitality and provide a place of harmony, fellowship and sharing across cultures.

Tentative Schedule of Activities

- 8 AM 11 AM: Art set up on Sepulveda sidewalks between Manchester and Westchester Parkway (no street closure).
- 8 AM 8 P.M. Set up and festival activity on La Tijera between Sepulveda BI, and Sepulveda Westway (Street closure).
- 10 AM 1 PM: Parade assembly LaTijera between Sepulveda Wstwy & Westchester Prkwy (Street closure).
- 11 AM Official start of festival. Special presentation at the location where Shuttle Endeavor started its journey through the streets of L.A. Performances begin on Sepulveda sidewalk (exact locations being worked out. No street closure).
- 12 P.M. Parade line up (Street closures to accommodate line-up in the street)
- 1 PM 4 PM Parade takes place along the parade route as follows:
- 1 PM Children's parade starts (accompanied by adult chaperones)
- 1:30 Parade of the Queens and nation flags start
- 2:00 PM Cultural and school groups
- 3:00 PM 4 PM Adult Carnival parade
- 4:00 PM 6:00 PM: Stage entertainment
- 6 PM 8 PM: LAX Light pillars celebration and closing